



Positioning SE Wisconsin to Attract Corporate Investment



Jim Paetsch
February 2021



ABOUT M-7 /
OUR RESULTS



APPROACH TO
CORPORATE
ATTRACTION &
EXPANSION



RECENT
WINS



2020-24:
GOALS & PROGRESS



FUTURE
CONSIDERATIONS



1

ABOUT M-7 /
OUR RESULTS

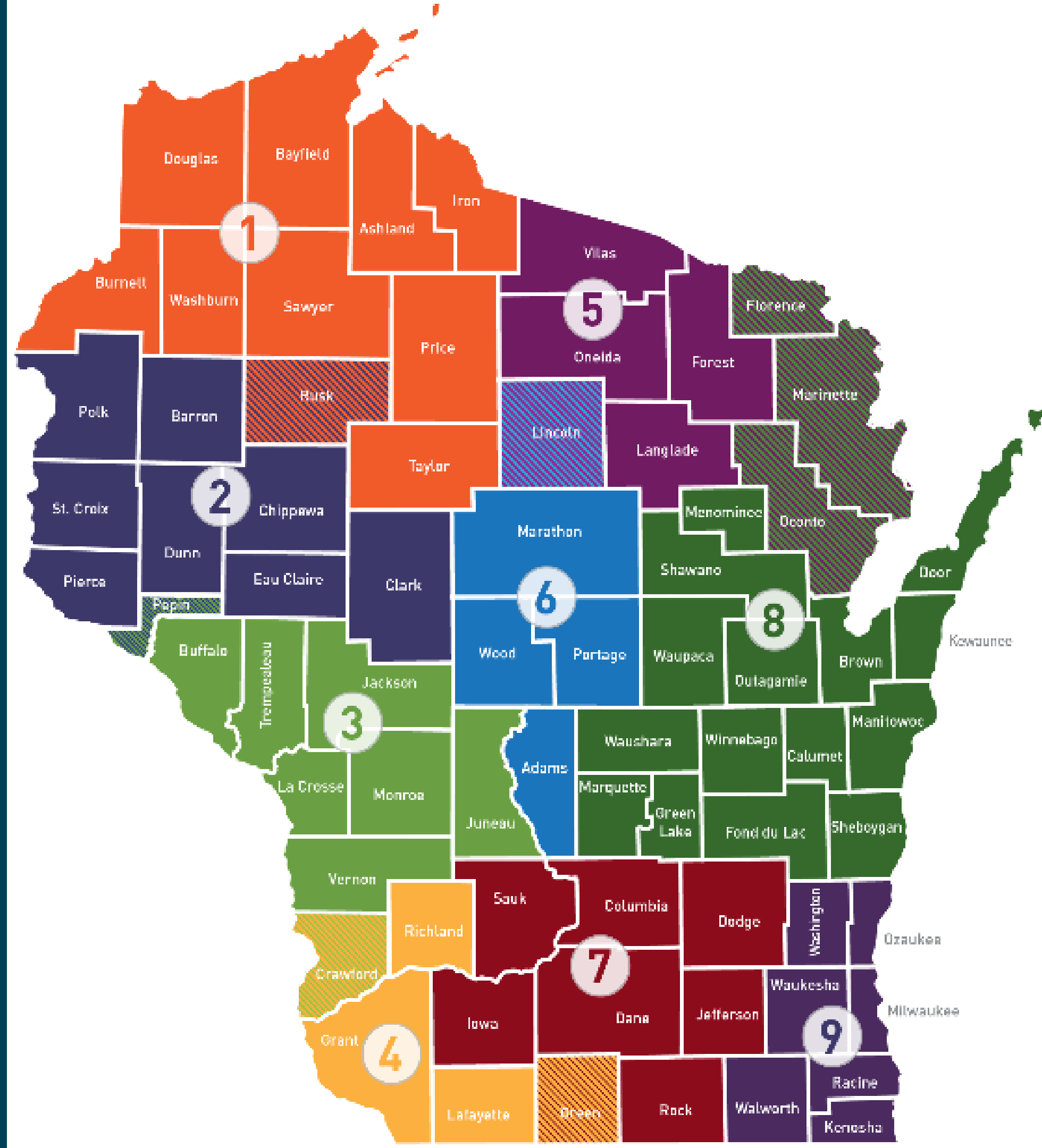
MILWAUKEE7



**REGIONAL ECONOMIC DEVELOPMENT
ENTITY FOR SE WISCONSIN**

REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS

1. VISIONS NORTHWEST
2. MOMENTUM WEST
3. 7 RIVERS ALLIANCE
4. PROSPERITY SOUTHWEST
5. GROW NORTH
6. CENTERGY
7. MADISON REGION ECONOMIC PARTNERSHIP
8. THE NEW NORTH
9. MILWAUKEE 7



My Role

**WORK DIRECTLY WITH
COMPANIES LOOKING TO
CREATE JOBS AND INVEST
CAPITAL IN OUR REGION**

A dark blue background featuring a light gray silhouette of the African continent. A yellow rectangle is positioned in the bottom right corner of the map, highlighting a specific region in southern Africa.

109 PROJECTS

109 PROJECTS

22,835 JOBS

\$1.3 BILLION PAYROLL

\$3.1 BILLION INVESTMENT

Not including Foxconn

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**APPROACH TO
CORPORATE
ATTRACTION &
EXPANSION**

2005

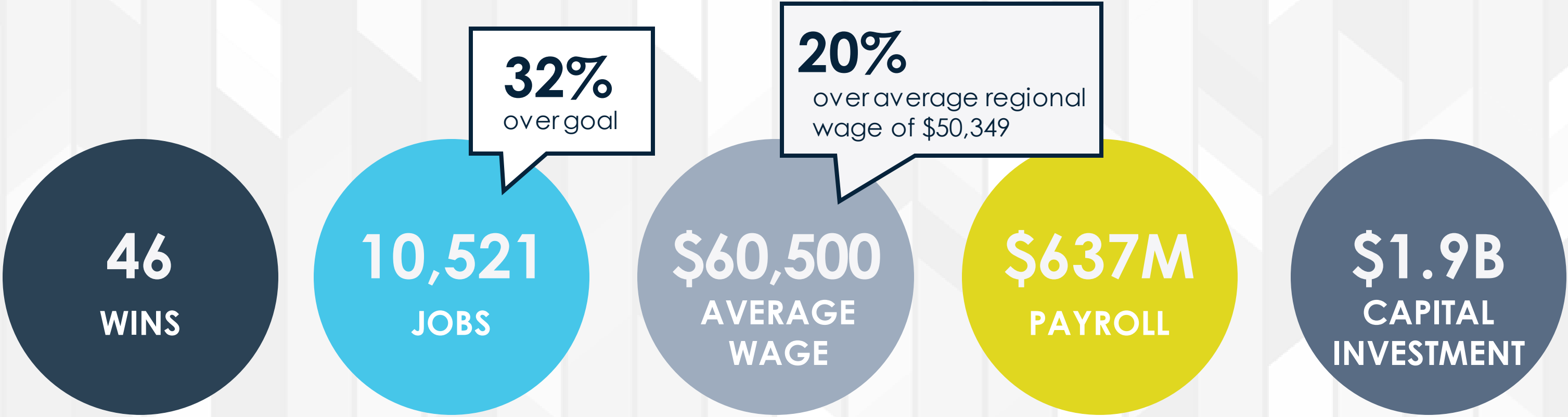
**“M-7 should focus on
helping existing companies
to expand and grow.”**

2021

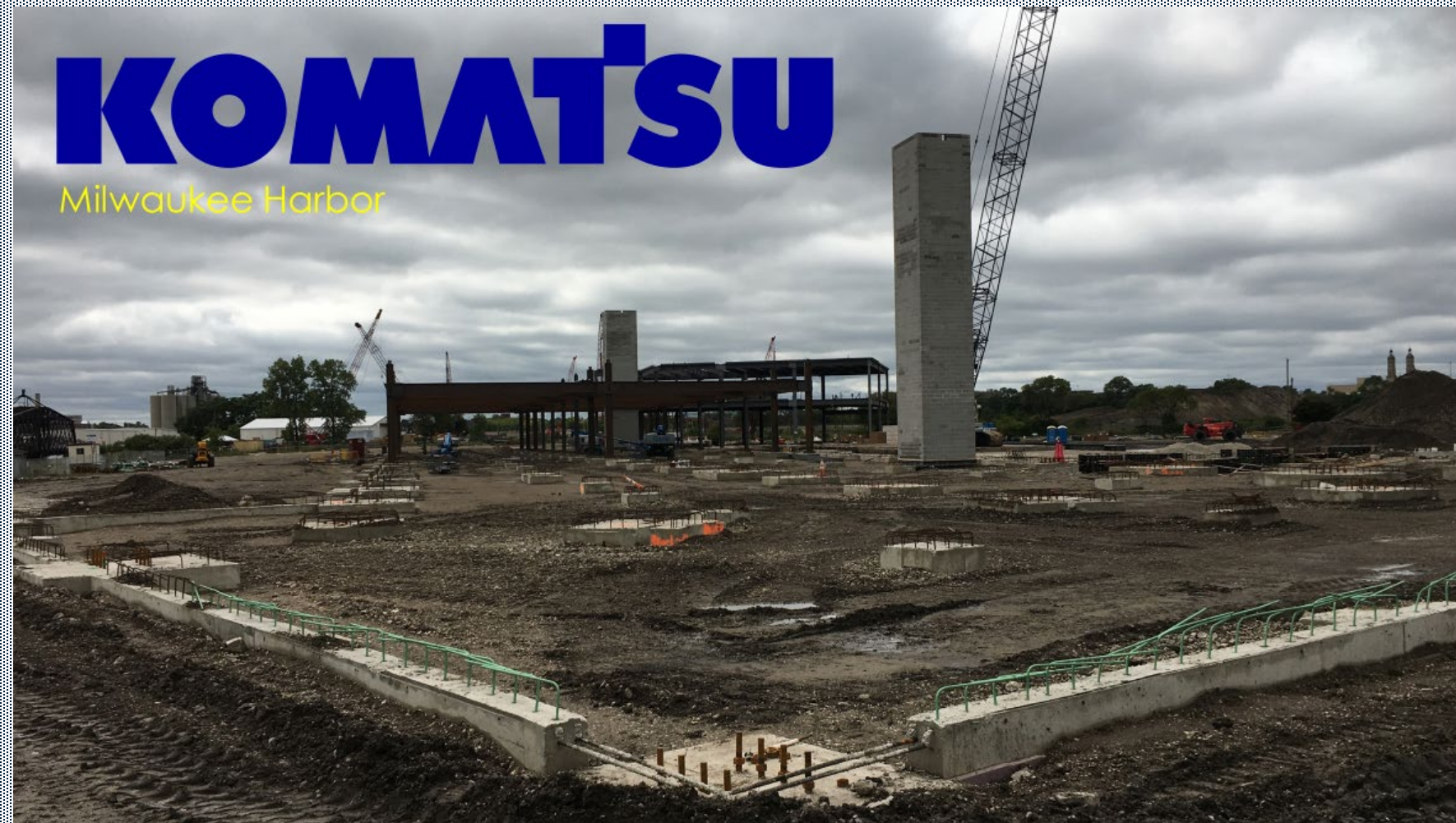
“M-7 should focus on helping existing companies to expand and grow.”

“M-7 should attract new business investment to the region.”

Corporate Attraction & Expansion
2015-2019 Scorecard



ATTRACTION	24	2,739	\$58,515	\$161M	\$1.0B
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M-7 Toolbox

- Real estate sourcing & due diligence
- Supply chain sourcing
- State/local tax analysis
- Utility cost modeling
- Logistics
- State and local incentives
- University/tech school intros
- Advisor recommendations
- Potential customer intros



**WHATEVER IS
REQUIRED TO
CLOSE THE
DEAL**



M-7 APPROACH

TO PROJECT MANAGEMENT



GUIDING PRINCIPLES

1. High touch
2. Coordinated/seamless
3. Singular focus on winning
4. Demystify complex processes
5. Long-term commitment to company's success

ECONOMIC DEVELOPMENT 101

YOU DO NOT GET THE ECONOMY YOU WANT...

YOU GET THE ECONOMY YOU DESERVE

OUR LEADING MANUFACTURING INDUSTRIES

electrical

Milwaukee is the U.S center for energy, power & controls manufacturing

Rockwell Automation Johnson Controls GENERAC COOPER Power Systems Ingeteam ABB Actuant THE DRIVE TO LEAD REXNORD CREE YASKAWA

OUR LEADING MANUFACTURING INDUSTRIES

mechanical

"Machine Shop to the World"



OUR LEADING MANUFACTURING INDUSTRIES

food & beverage

Milwaukee Beer Company Ocean Spray Nestlé KERRY KRONES kikkoman PATRICK CUDAHY Campbell's CHR HANSEN General Mills

Johnsonville WIXON SENSIENT Seda Stella & Chewy's rishi SARGENTO Baptista's LESAFFRE PALERMO'S It's Pizzeria Perfect

financial & corporate services

Northwestern Mutual

WELLS FARGO ADVANTAGE FUNDS

Infosys

ARTISAN PARTNERS

Manpower

FIS

BAIRD

DIRECT SUPPLY

fiserv.

HEARTLAND FUNDS AMERICA'S VALUE INVESTOR

3

RECENT
WINS

Global Mining HQ

- \$280 MM capital investment
- 600 retained jobs; 350 new jobs
- Construction commenced in 2020



Brookfield HQ Campus Expansion

- 4th campus expansion project since 2011
- Added 300,000 square feet of office and R&D space
- \$55 MM capital investment since 2011
- Increased headcount +1,400



2nd Milwaukee-Area Campus

- Menomonee Falls
- 770 jobs
- \$100 MM investment
- 65 acres, accommodate 2.5 MM sf of office development



Milwaukee Tool planning \$26 million plant in West Bend; 100 new jobs planned by 2025

[Joe Taschler and Tom Daykin](#), Milwaukee Journal Sentinel

Published 9:37 a.m. CT Jan. 27, 2020 | Updated 3:31 p.m. CT Jan. 27, 2020



CONNECT



TWEET



LINKEDIN



COMMENT



EMAIL



MORE



Milwaukee Tool is planning to build a new \$26 million manufacturing plant in West Bend—the latest in a series of expansions for the company that are adding hundreds of jobs in the Milwaukee area.

The plant will manufacture hand tools for professional

Ad



Pharmaceutical Production

- Nexus HQ: Lincolnshire, IL
- Privately-held manufacturer of injectable pharmaceuticals (oncology, neurology, cardiovascular, gastroenterology)
- Phase 1 – 100,000 sf
\$85 MM capital investment
70 jobs (\$67,000 / job)
- Total (3 phases):
\$250MM capital investment
200+ jobs
- Construction commencing Q4 2019

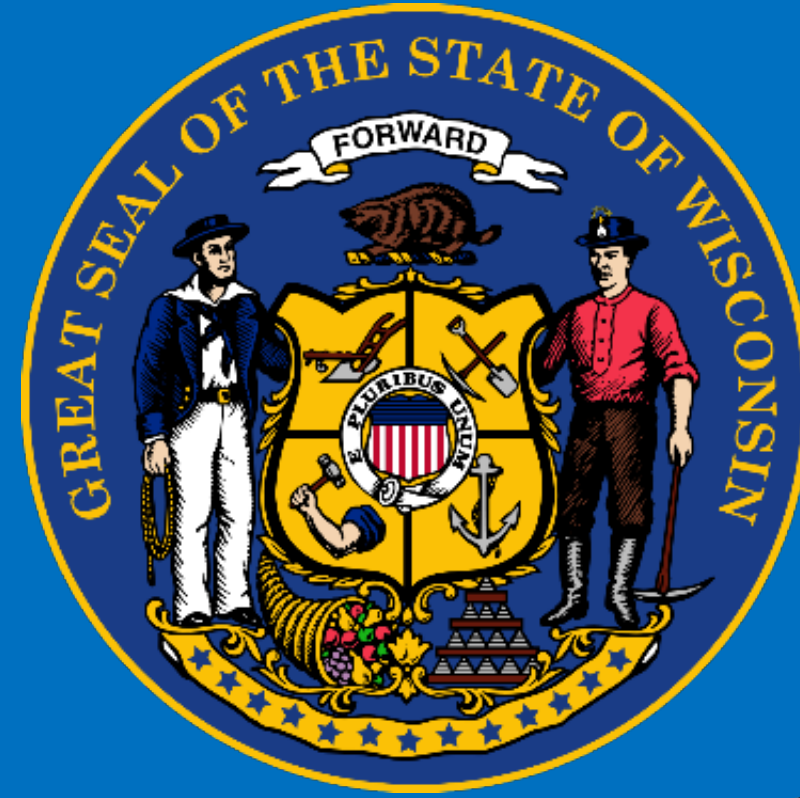


Pleasant Prairie

February 15, 2021 11:00 AM



WORK ZONE CAM



HARIBO®







- 🐻 Founded in 1920 by **Hans Riegel**
- 🐻 HQ in **Bonn**, Germany
- 🐻 15 production sites
- 🐻 \$3.4 billion sales, 7,000 employees
- 🐻 100 million bears produced daily
- 🐻 #1 selling gummy bear in US

**HARIBO'S first
N. American
production facility**

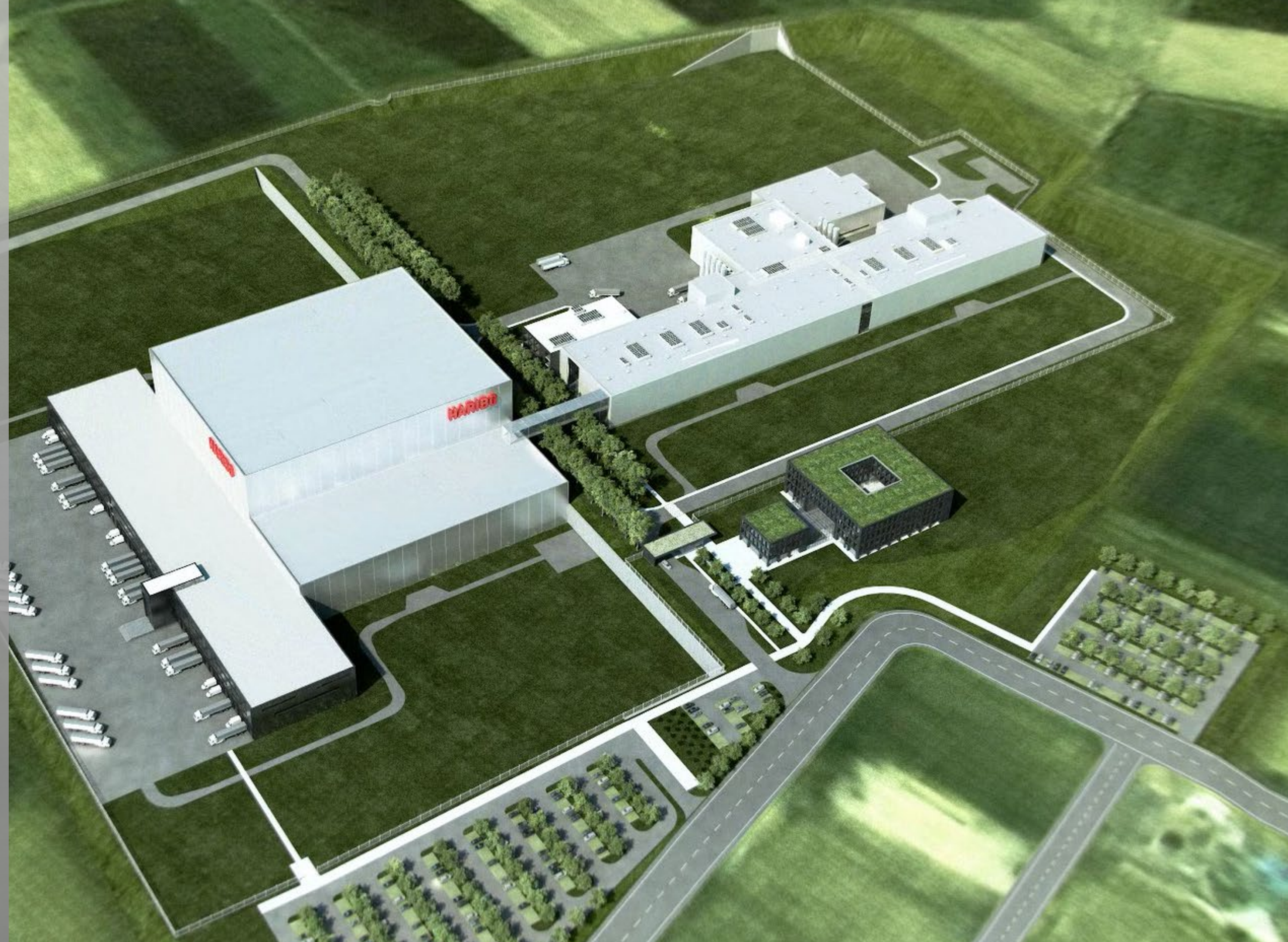
**135-acre site /
I-94 Pleasant Prairie**

**500,000 sf
production and
packaging facility**

\$360M capex

400 employees

**Average comp:
\$56,000**





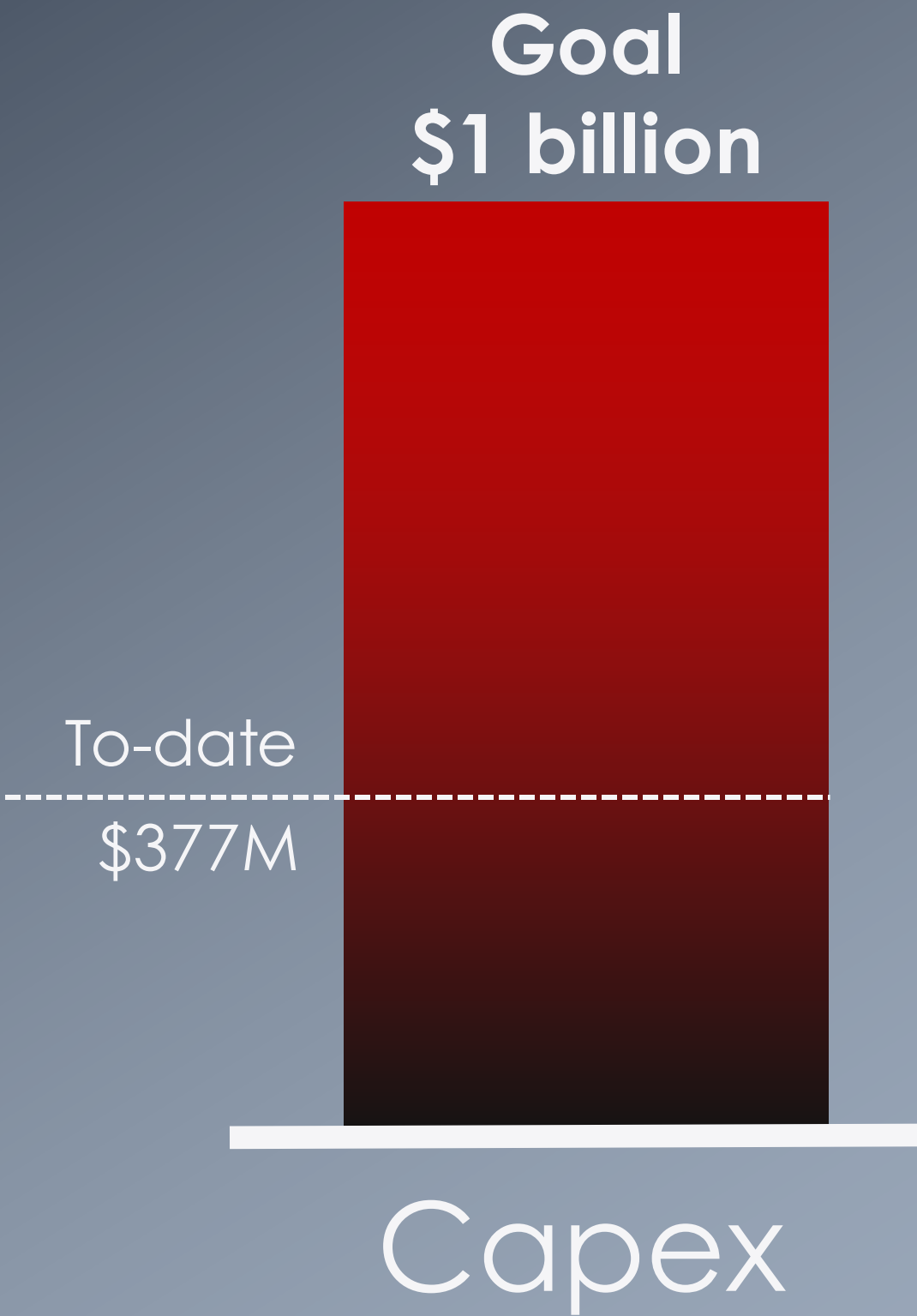
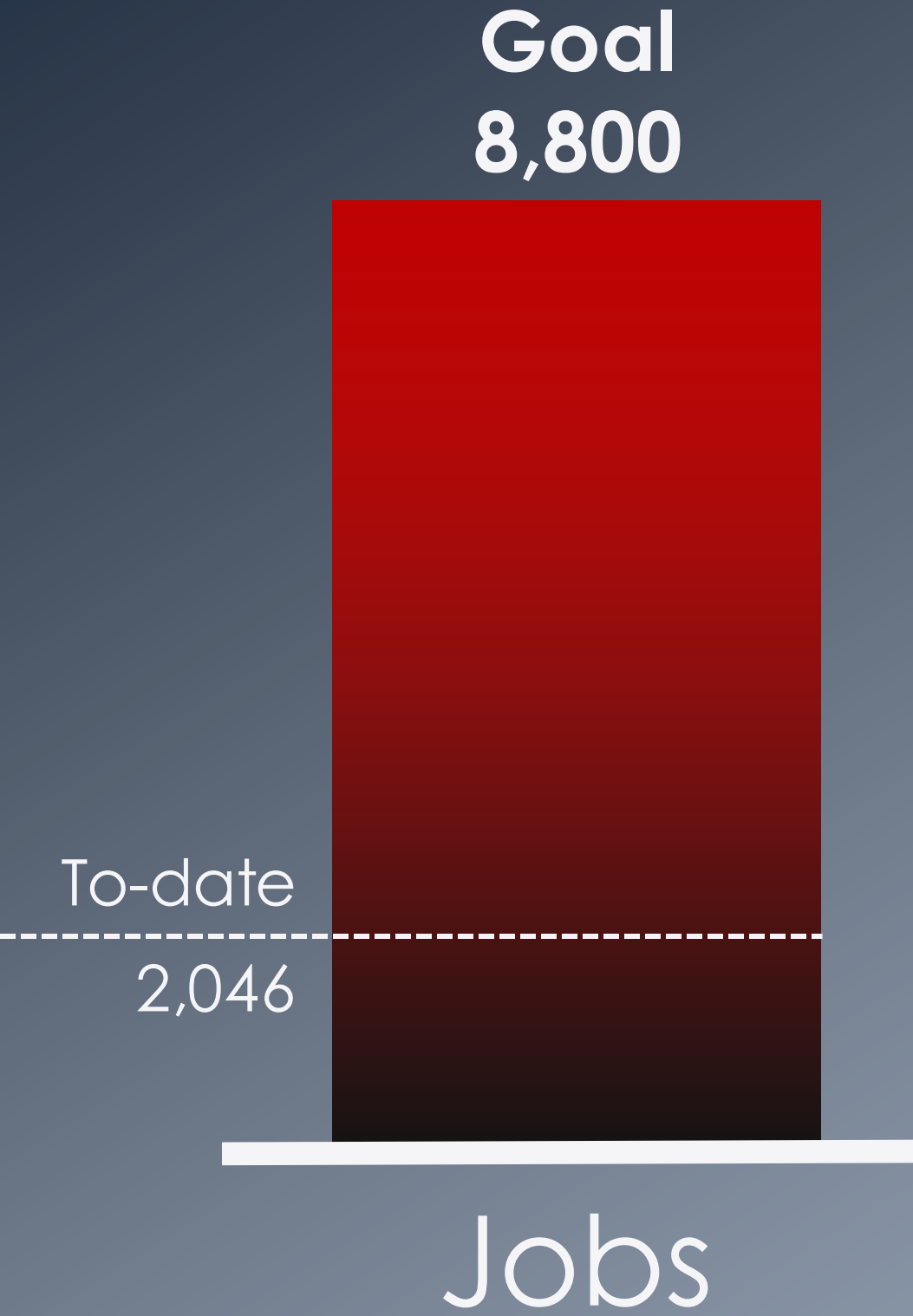
**Among the
largest confectionary
plants in the U.S.**

Operational 2022

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**2020-24:
GOALS &
PROGRESS**

CORPORATE ATTRACTION / EXPANSION GOALS: 2020 – 24





Oak Creek

2020: YEAR IN REVIEW

- COVID pause
- 25 active deals in M-7 pipeline
- Continuation of projects announced in 2019

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FUTURE
CONSIDERATIONS

2021

NEW INITIATIVES

1

Develop competitive intelligence software that signals “locationally active” companies

2

Broaden prospecting outreach to Illinois

Results of M-7 Illinois Outreach

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COMPANY RELOCATIONS



March 11, 2019

Mr. James Hartford
President
Advent Tool & Mfg.
710 Anita Ave.
Antioch, IL 60002

Dear Mr. Hartford:

If your company is considering expansion or relocation, I invite you to take a close look at Wisconsin. We have focused on making Wisconsin the most attractive state in the U.S. for manufacturers. Our state already has the highest concentration of manufacturing employment in the U.S. and Wisconsin is the proud home to companies like Harley-Davidson, Johnson Controls, S.C. Johnson, Rockwell Automation, Caterpillar Mining, GE Healthcare, Kohler, Briggs & Stratton and scores of other global manufacturers. In fact, more than 3,500 manufacturers are located in the Milwaukee region alone, making products that serve a global customer base in a wide variety of industries. Put simply, manufacturing is our most important and valued economic sector.

There is good reason why 94% of Wisconsin CEOs say our state is headed in the right direction. While many of our neighboring states have dealt with budget shortfalls by dramatically raising taxes on employers or borrowing at unsustainable levels, we have taken a different approach in Wisconsin. We balanced our budget by reigning in spending, not by raising taxes on the very entities that create wealth

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COLD OUTREACH LETTER FROM M-7

KOMATSU



FOXCONN

EQUINITI



Ingeteam



MOMENTUM





HARIBO Gummi Day in Wisconsin
Proclamation of Governor Tony Evers
December 18, 2020

